



SOUNDS PROFITABLE

THE BUSINESS OF PODCASTING



April 2025

The Advertising Landscape

Podcasting's Place in the Ad-Supported Media Universe





Methodology



In Jan/Feb 2025, Sounds Profitable partnered with **Signal Hill Insights** to field an online study of **5005** Americans ages 18+ - the largest public study of podcasting and advertising in America



The sample was weighted to the most recent census data to be representative of the US population, using a single source, matching The Podcast Landscape (2024)



Respondents had to consume at least one type of ad-supported media to qualify. **ALL media users were stipulated to be users of the ad-supported version of each media channel**



Topics included overall reach of each media, attentiveness to advertising, trust/credibility of each channel, and post-exposure effectiveness

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How does podcasting RATE?

REACH

ATTENTION

TRUST

EFFICACY



How does podcasting RATE?

REACH

ATTENTION

TRUST

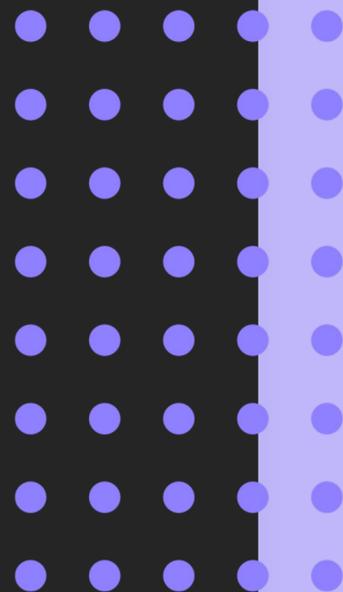
EFFICACY

April 2025

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The Advertising Landscape

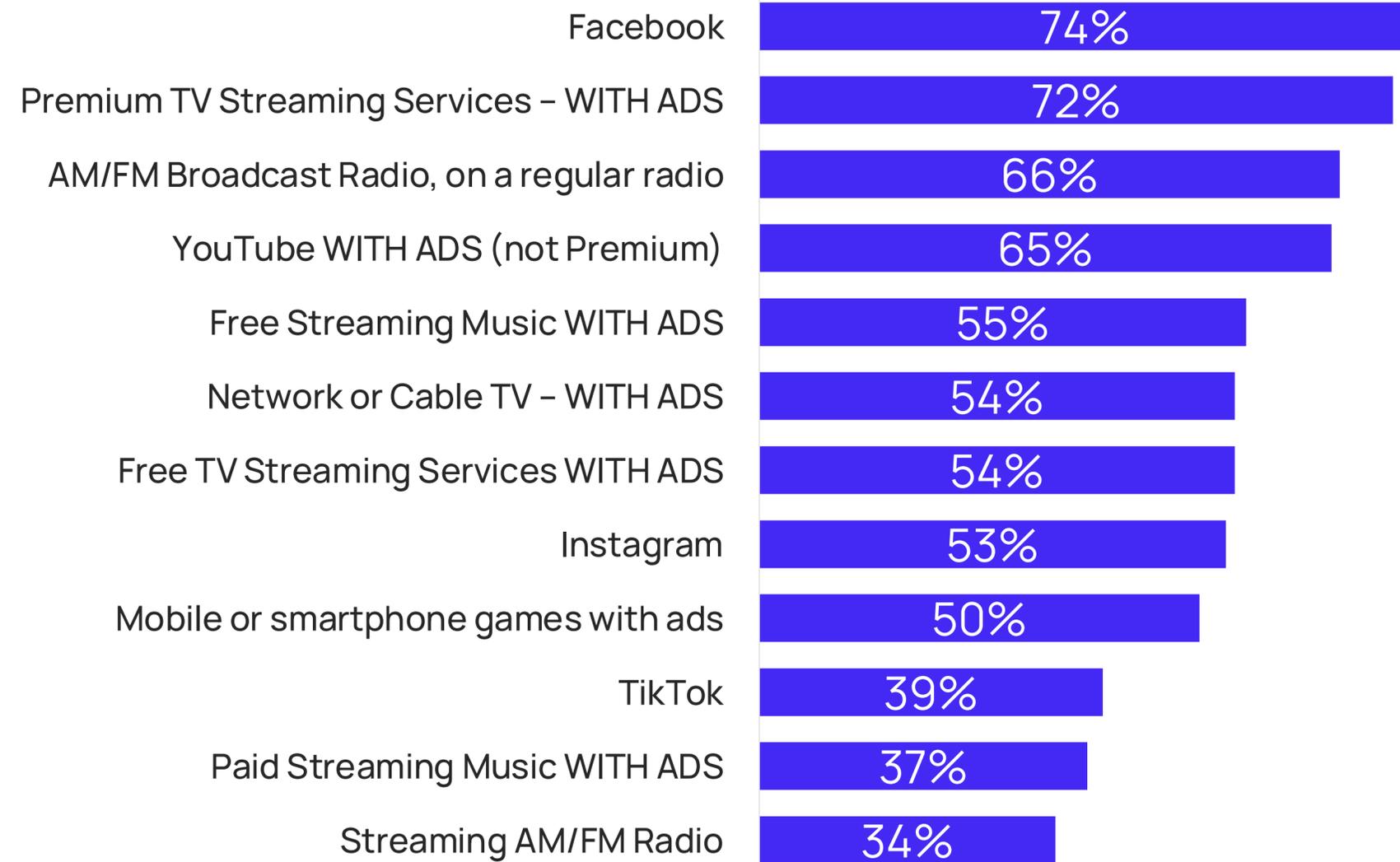


Part One: Reach

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Monthly Usage: Ad-Supported Media



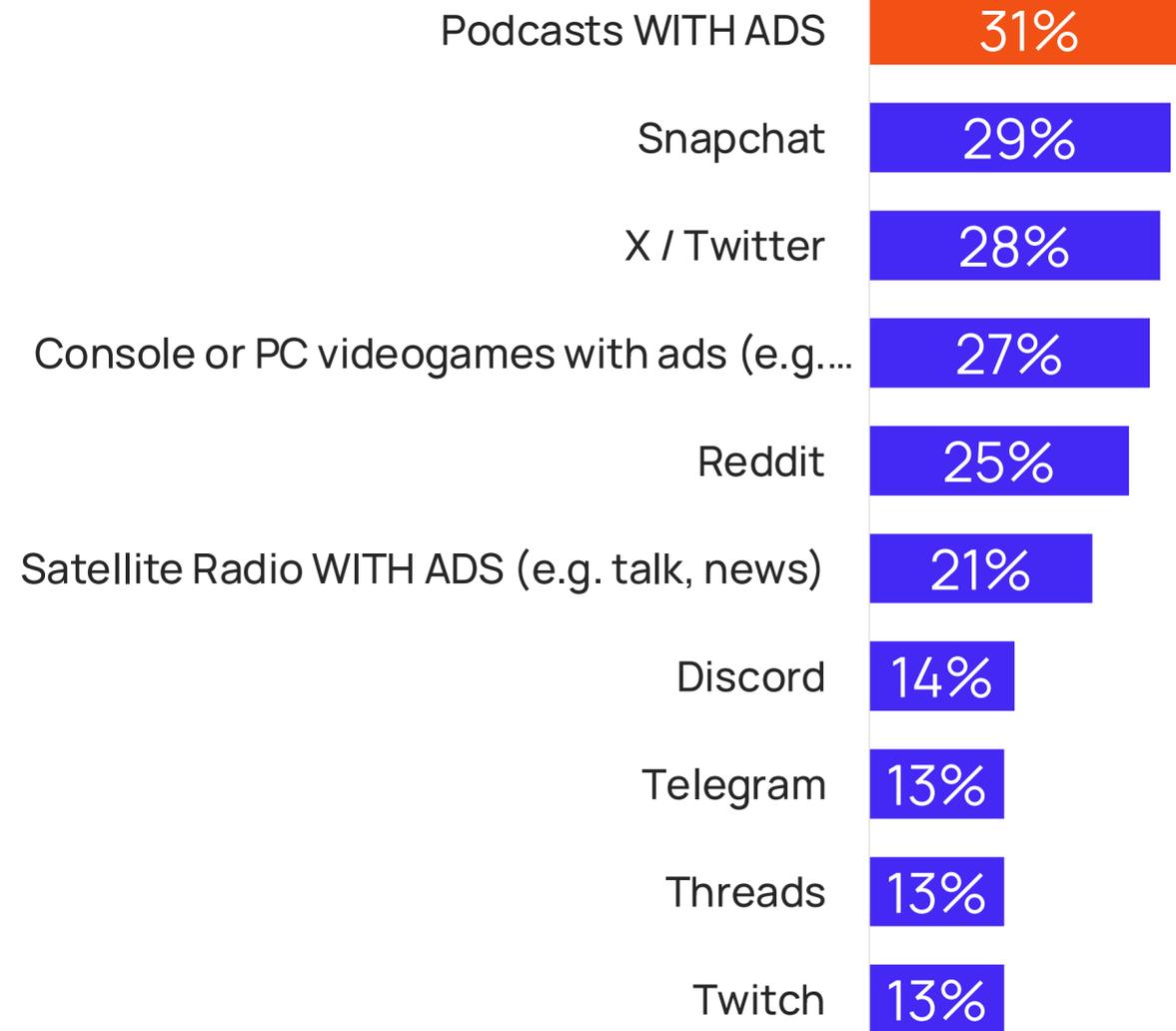
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Base: Americans 18+



Monthly Usage: Ad-Supported Media



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Base: Americans 18+



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Awareness, Trial and Usage of Audio and/or Video Podcasts

18+, Fall, 2024

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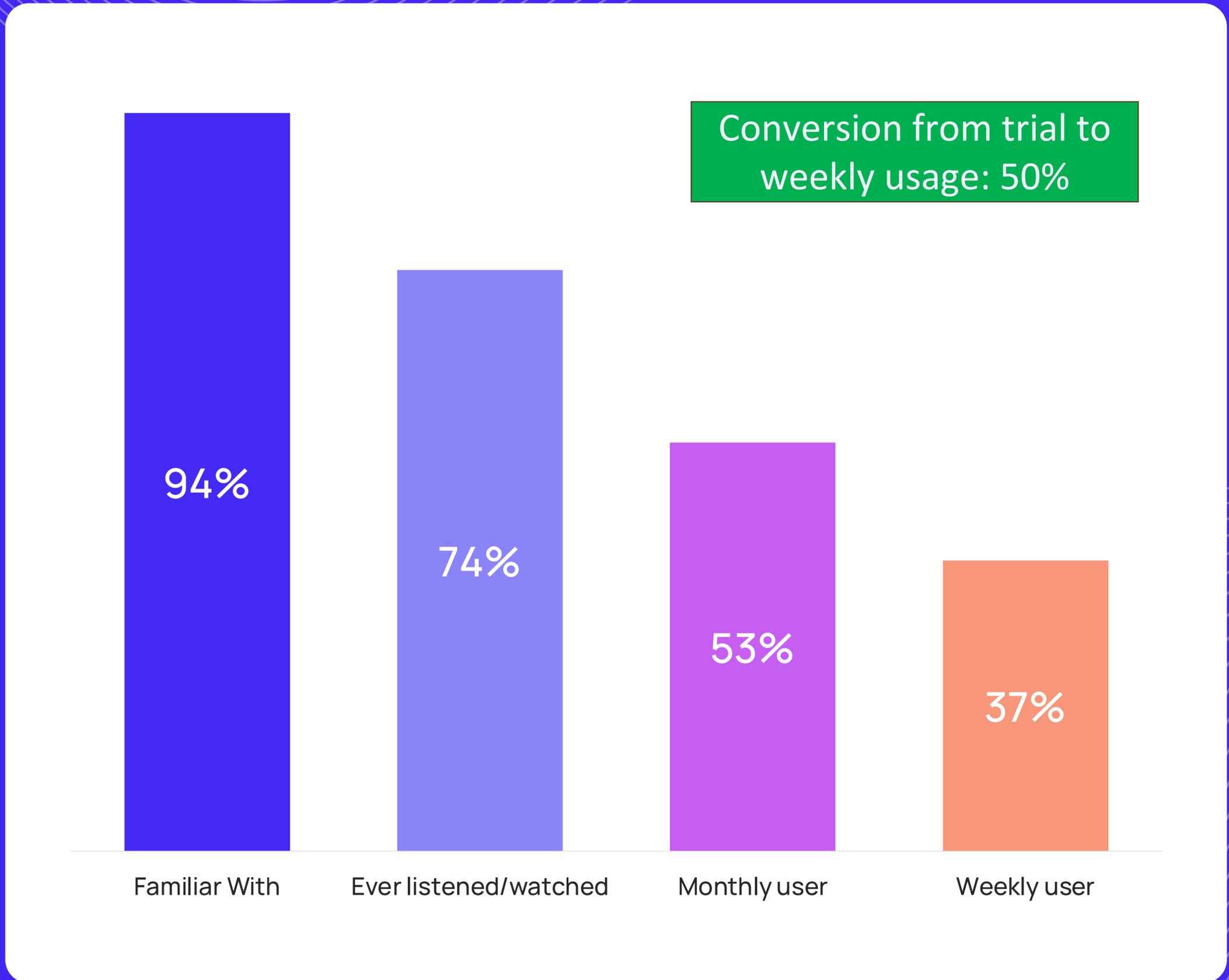


WONDERY

ESPN Podcasts



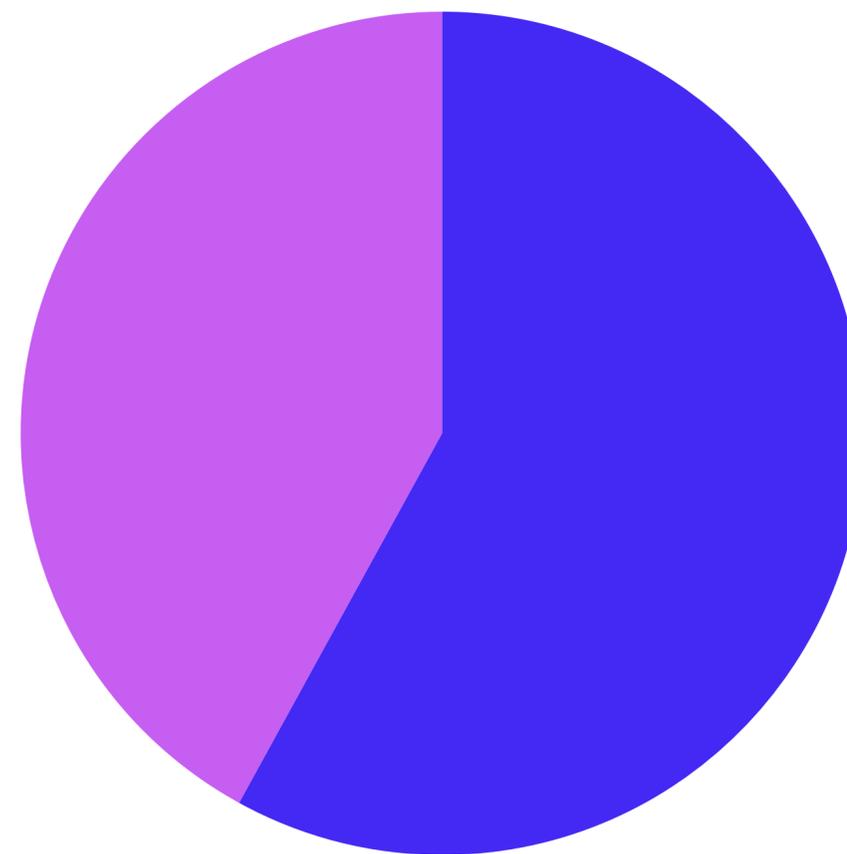
libsyn ads



Usage Profile

Ad-supported Podcast Consumers

Monthly Podcast Consumers



Consumed
Ad-supported
Podcasts
58%

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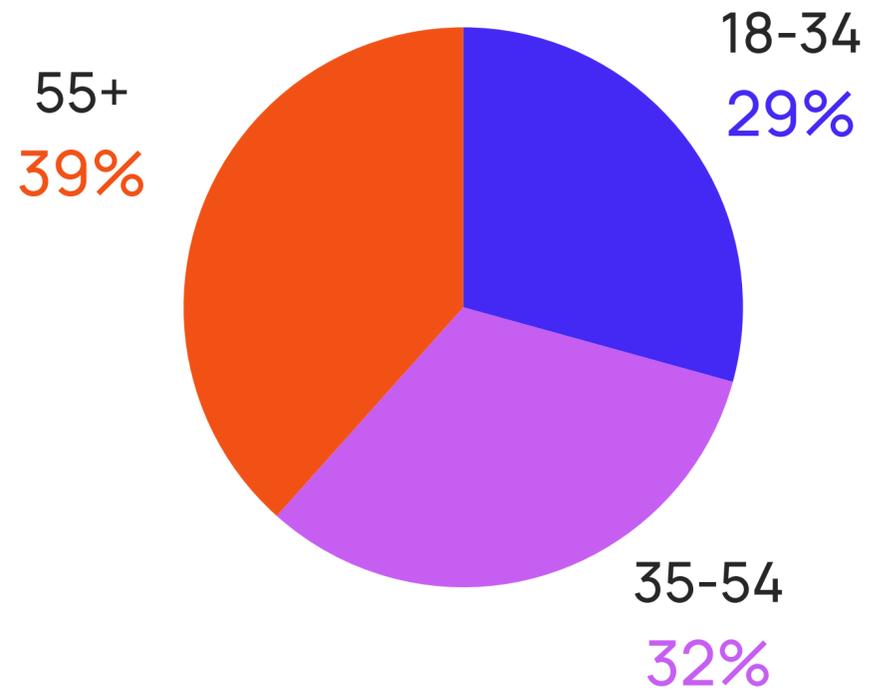
Age Profile

Ad-supported Podcast Consumers

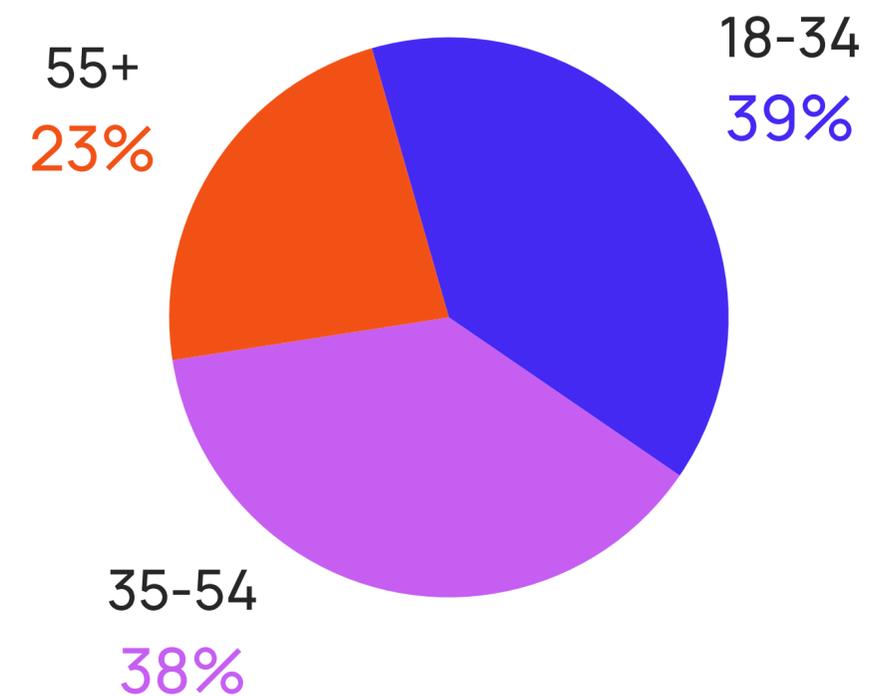
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US Population



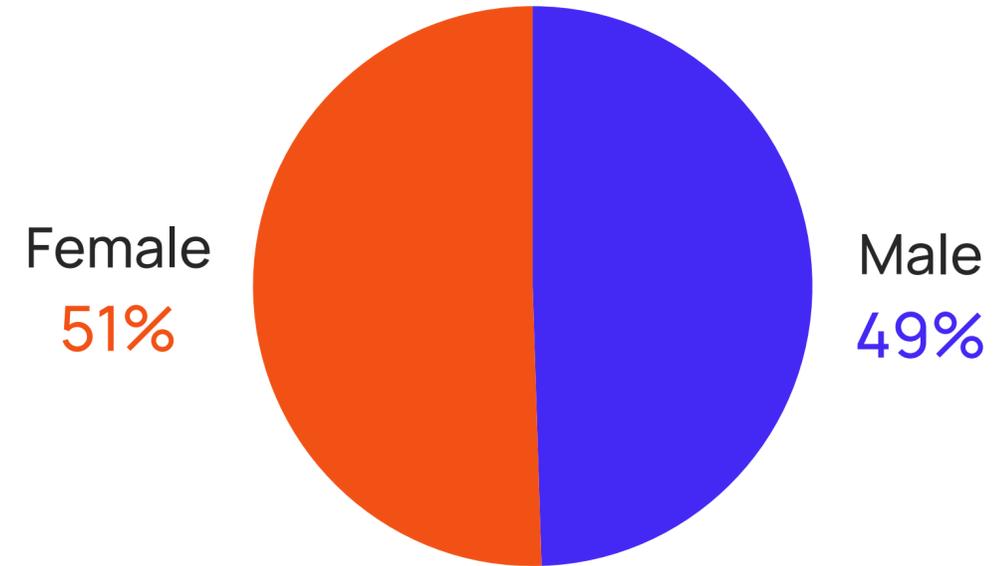
Monthly Consumers: Ad-supported Podcasts



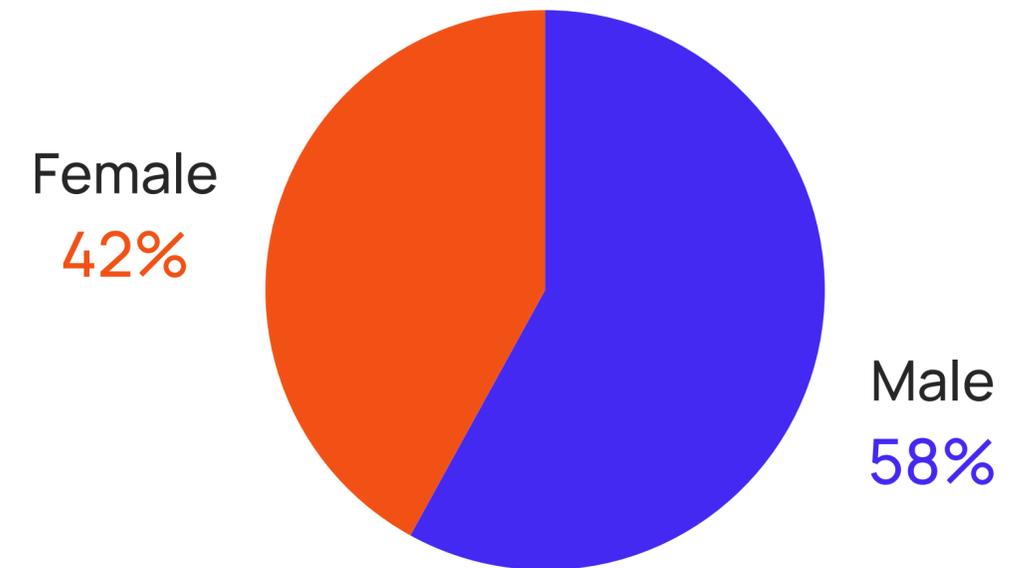
Gender Profile

Ad-supported Podcast Consumers

US Population



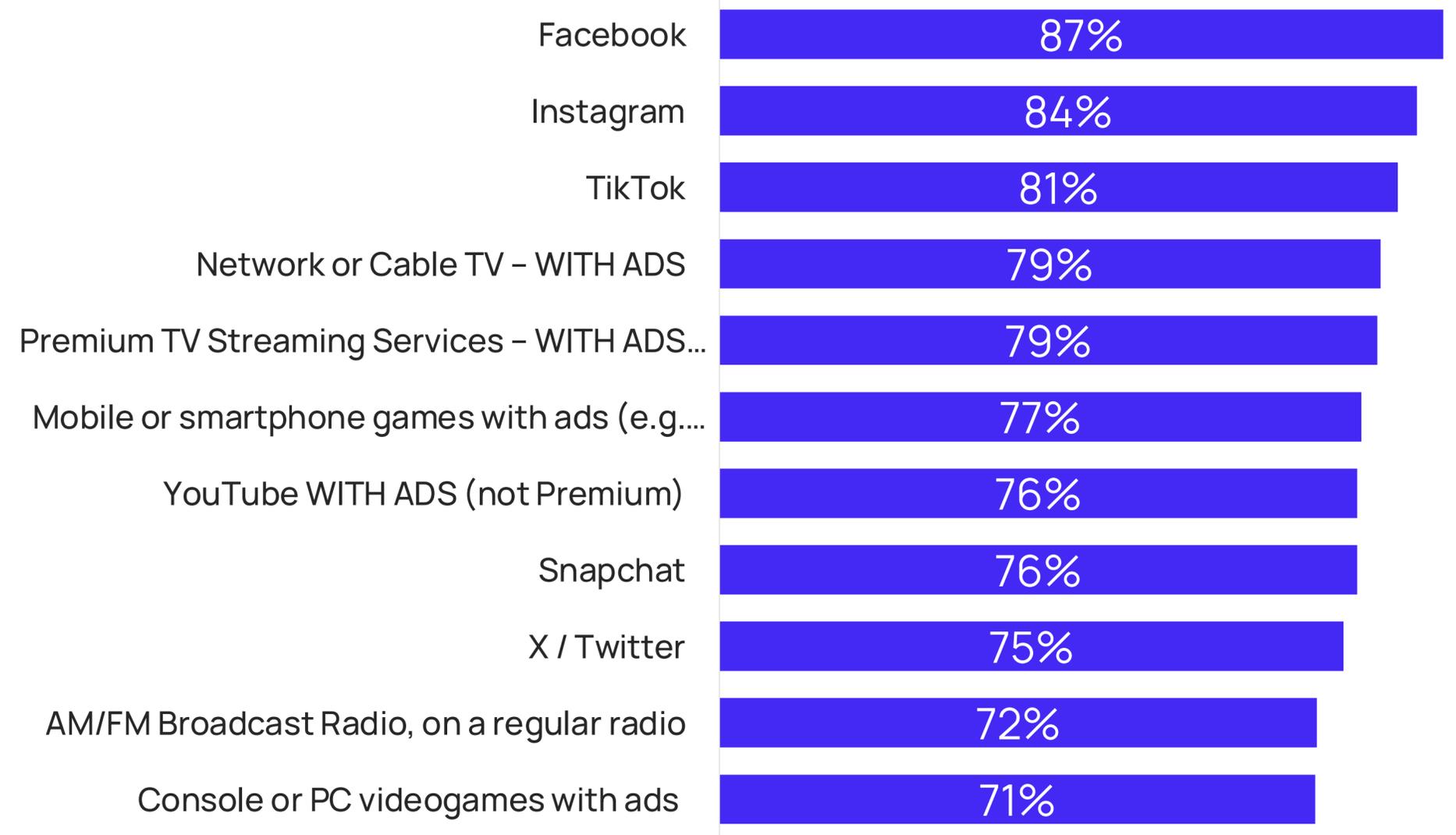
Monthly Consumers: Ad-supported Podcasts



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Percentage of monthly users by media type who convert to daily/“near daily” usage

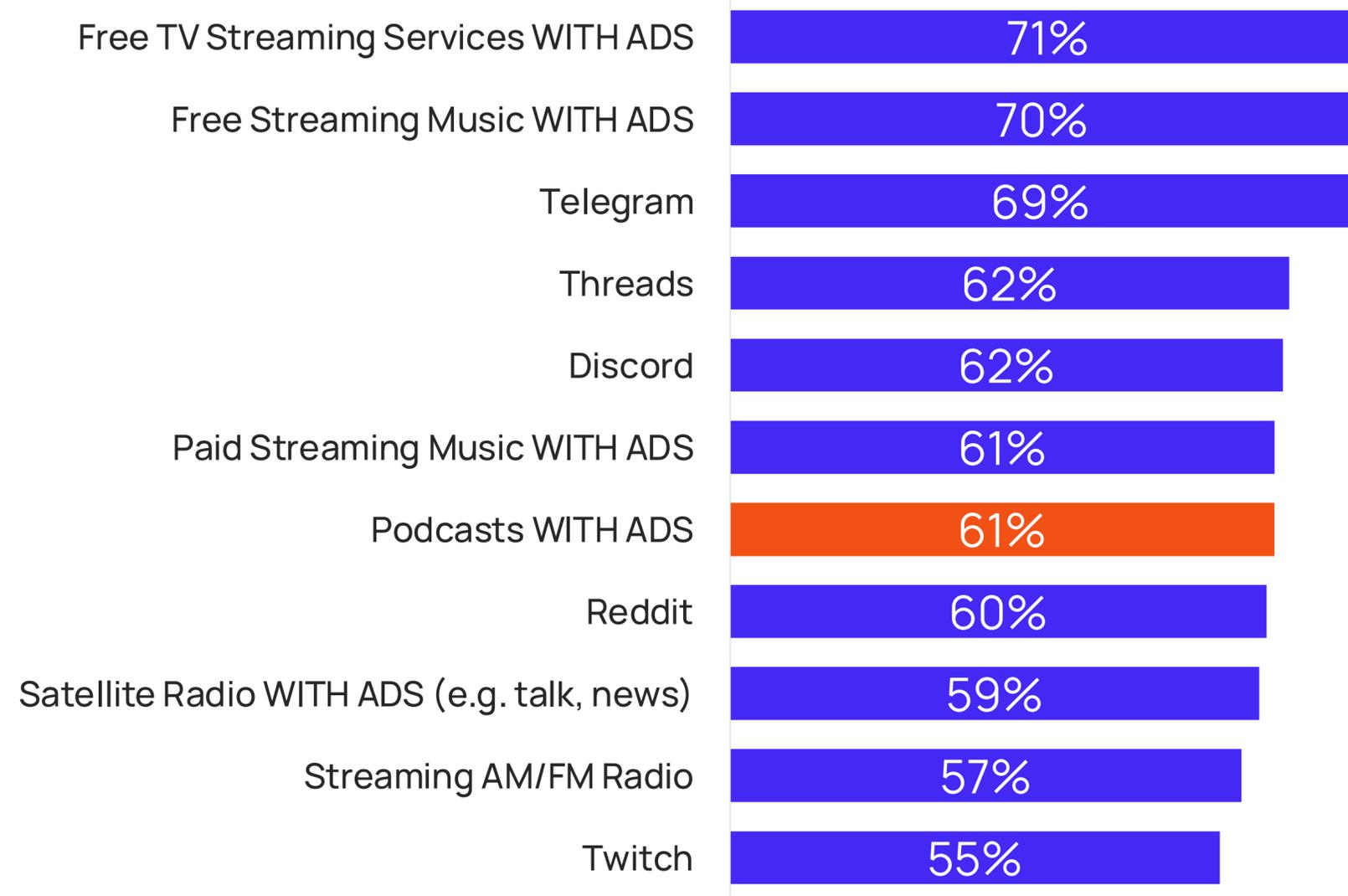


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Base: Monthly users for each media type, 18+ 

Percentage of monthly users by media type who convert to daily/“near daily” usage



Average Conversion, Monthly-to-Daily: 70%

Base: Monthly users for each media type, 18+

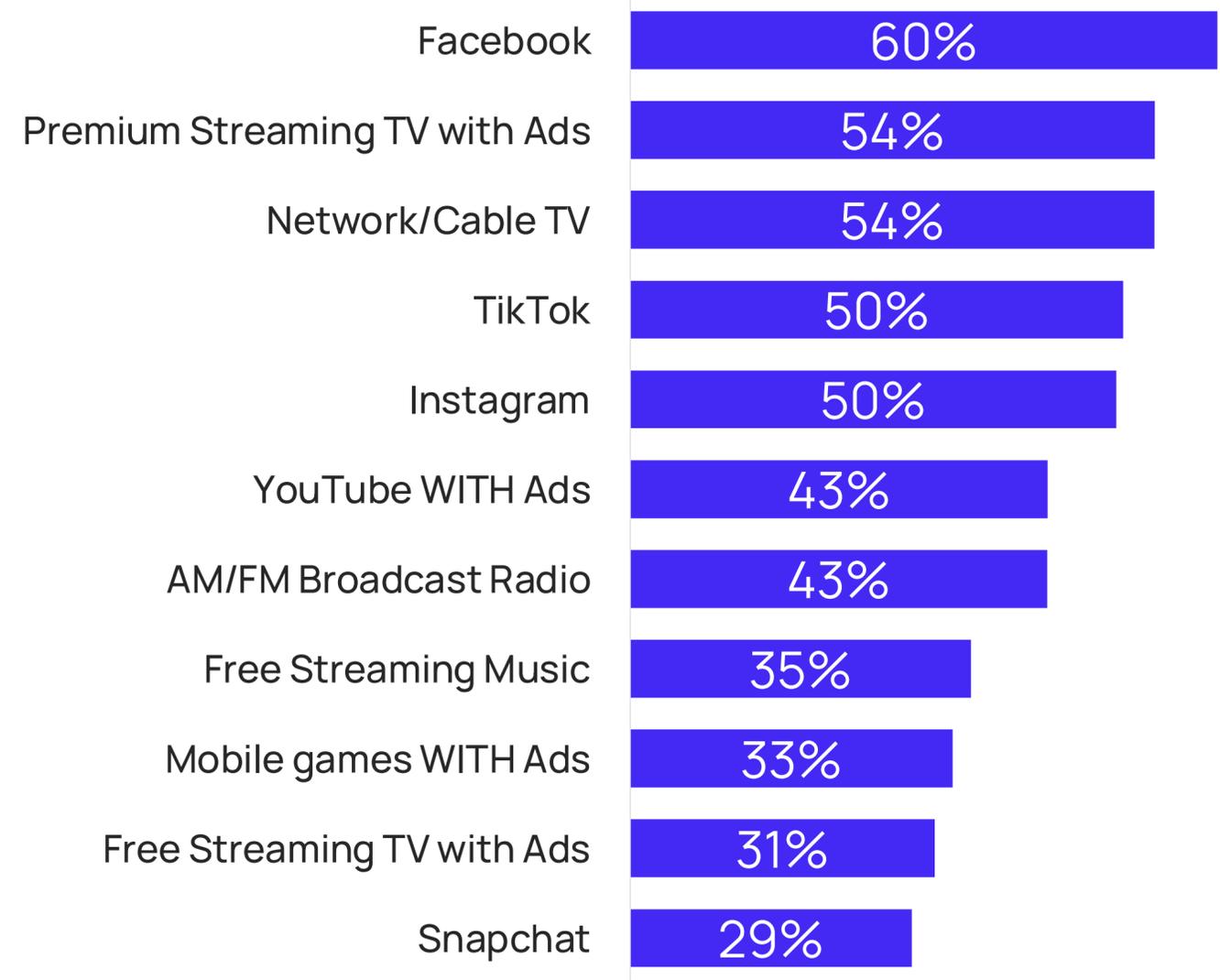
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Percentage of monthly users by media type who convert to **PRIME** usage (near daily AND one of top four **ad-supported** choices)

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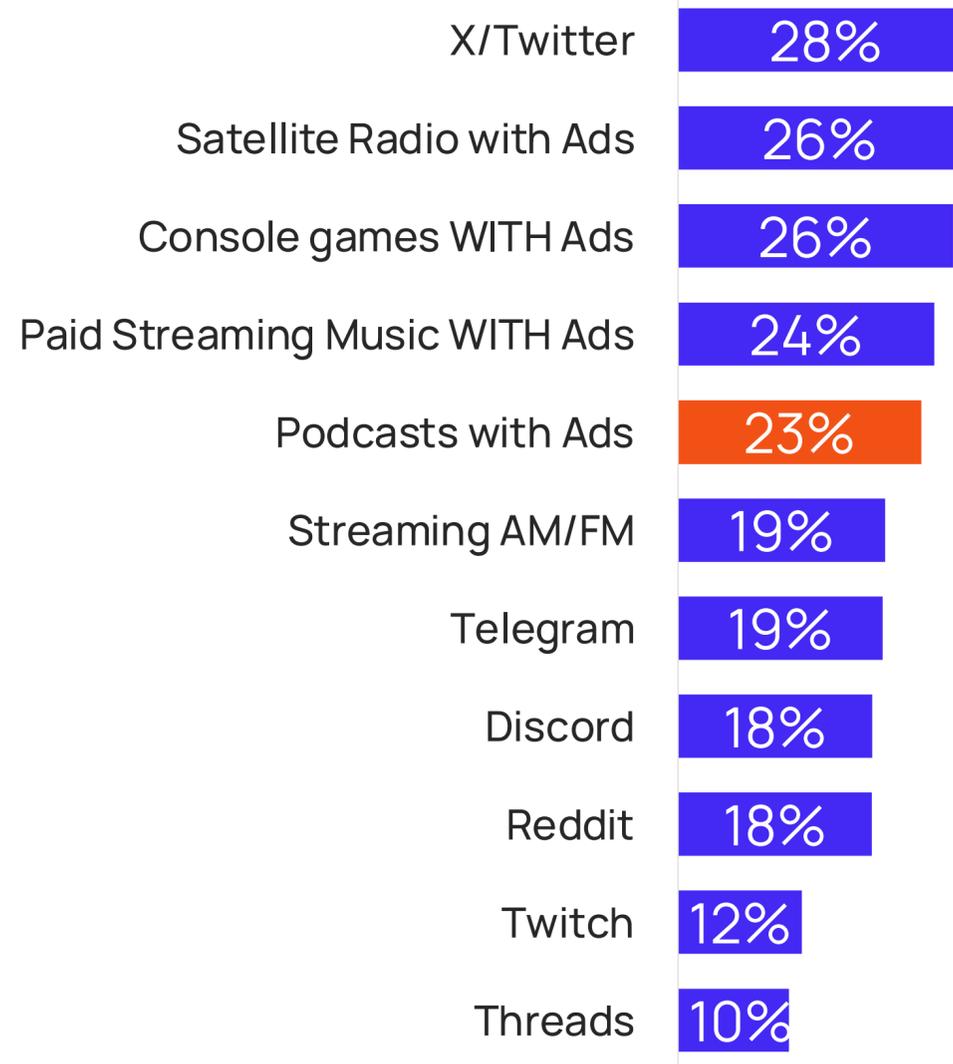
Base: Monthly users for each media type, 18+



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Percentage of monthly users by media type who convert to **PRIME** usage (near daily AND one of top four **ad-supported** choices)

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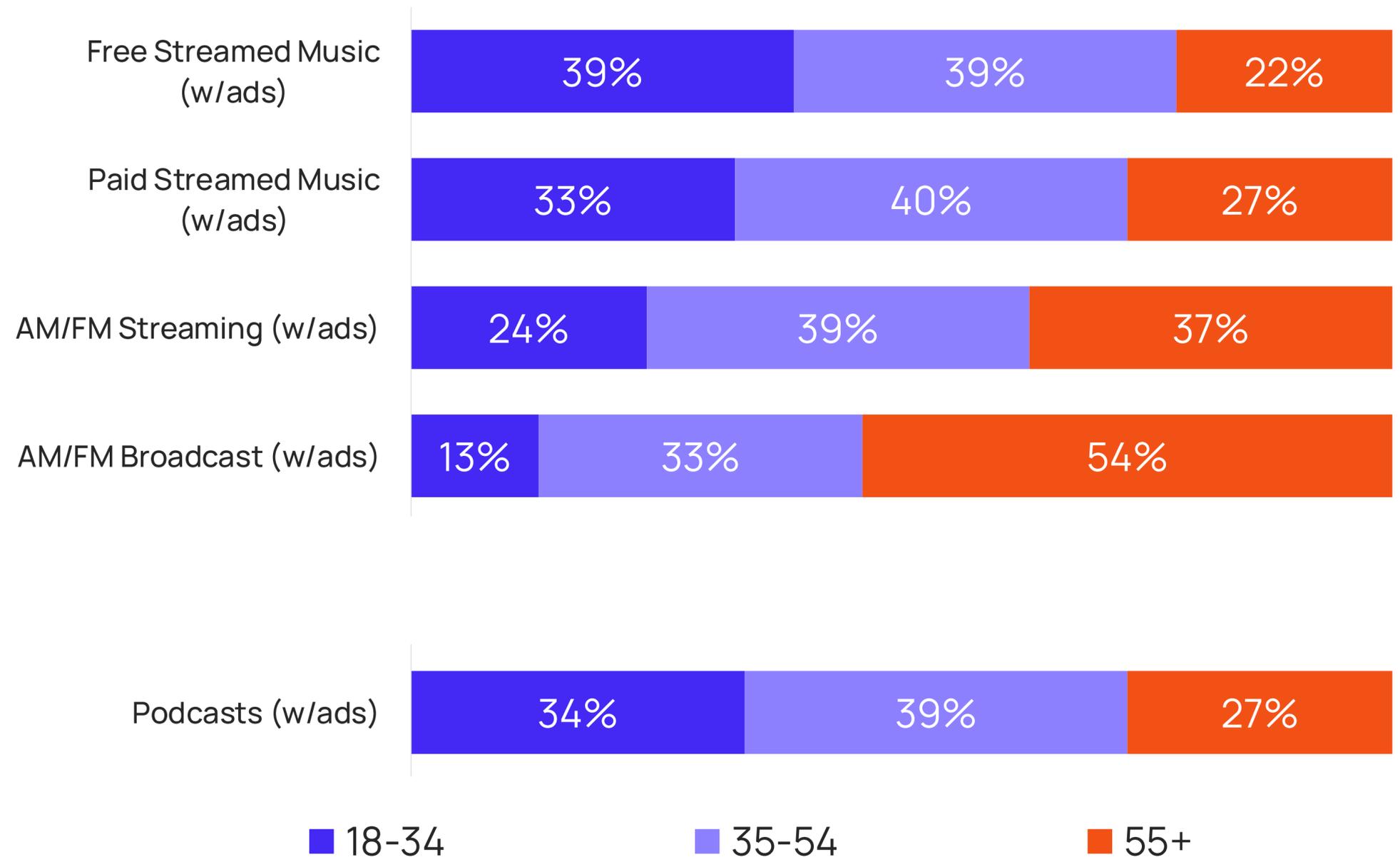
Average Conversion, Monthly-to-PRIME: 32%

Base: Monthly users for each media type, 18+



Demographics
Ad-supported Audio
by **PRIME** users
for each platform

Age: Prime Users of Ad-Supported Audio



Base: For each media type, "Prime" users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

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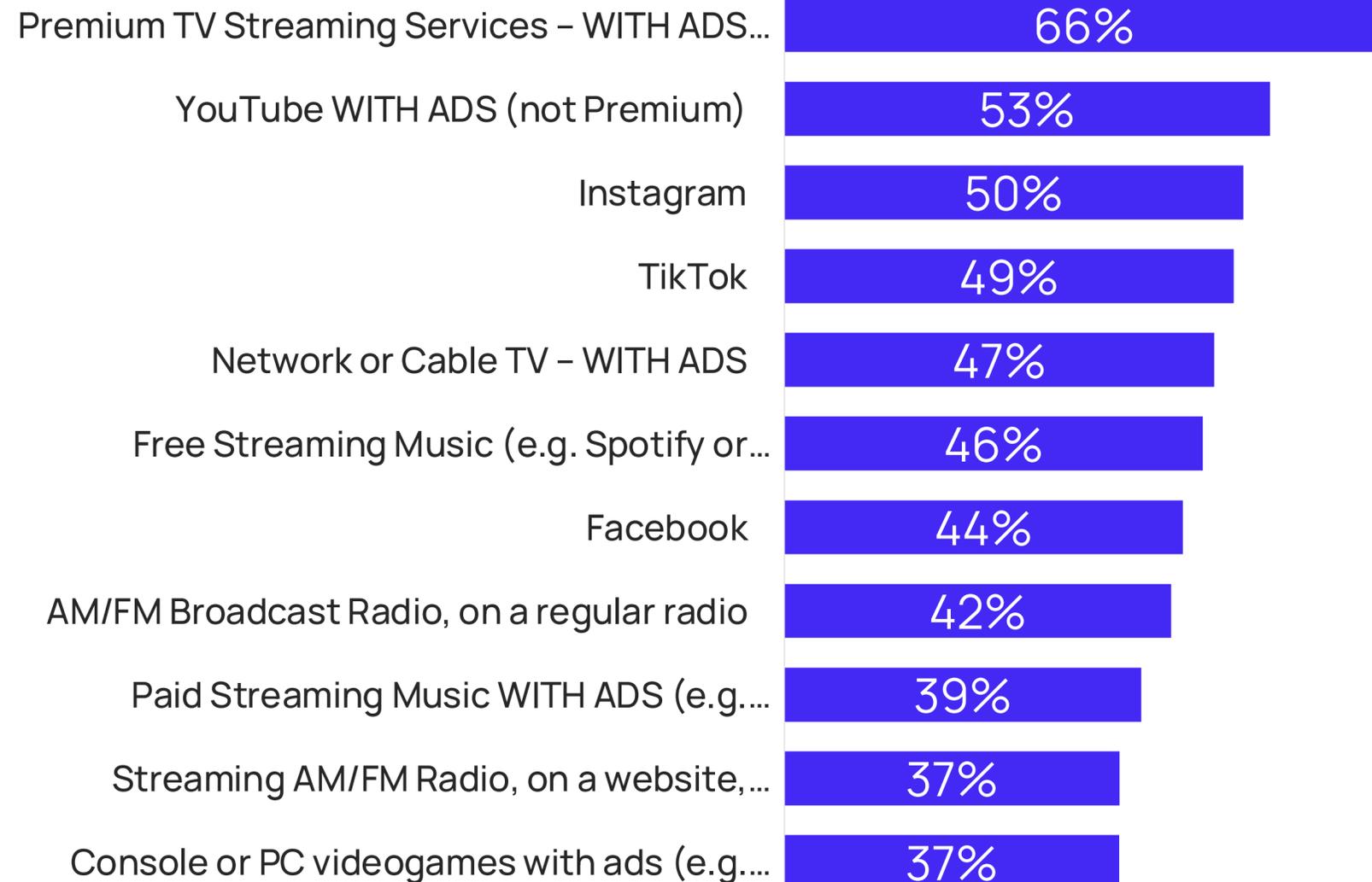


What other media channels are MOST important to Podcast Primes?

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Podcast PRIMES are also PRIME consumers of...



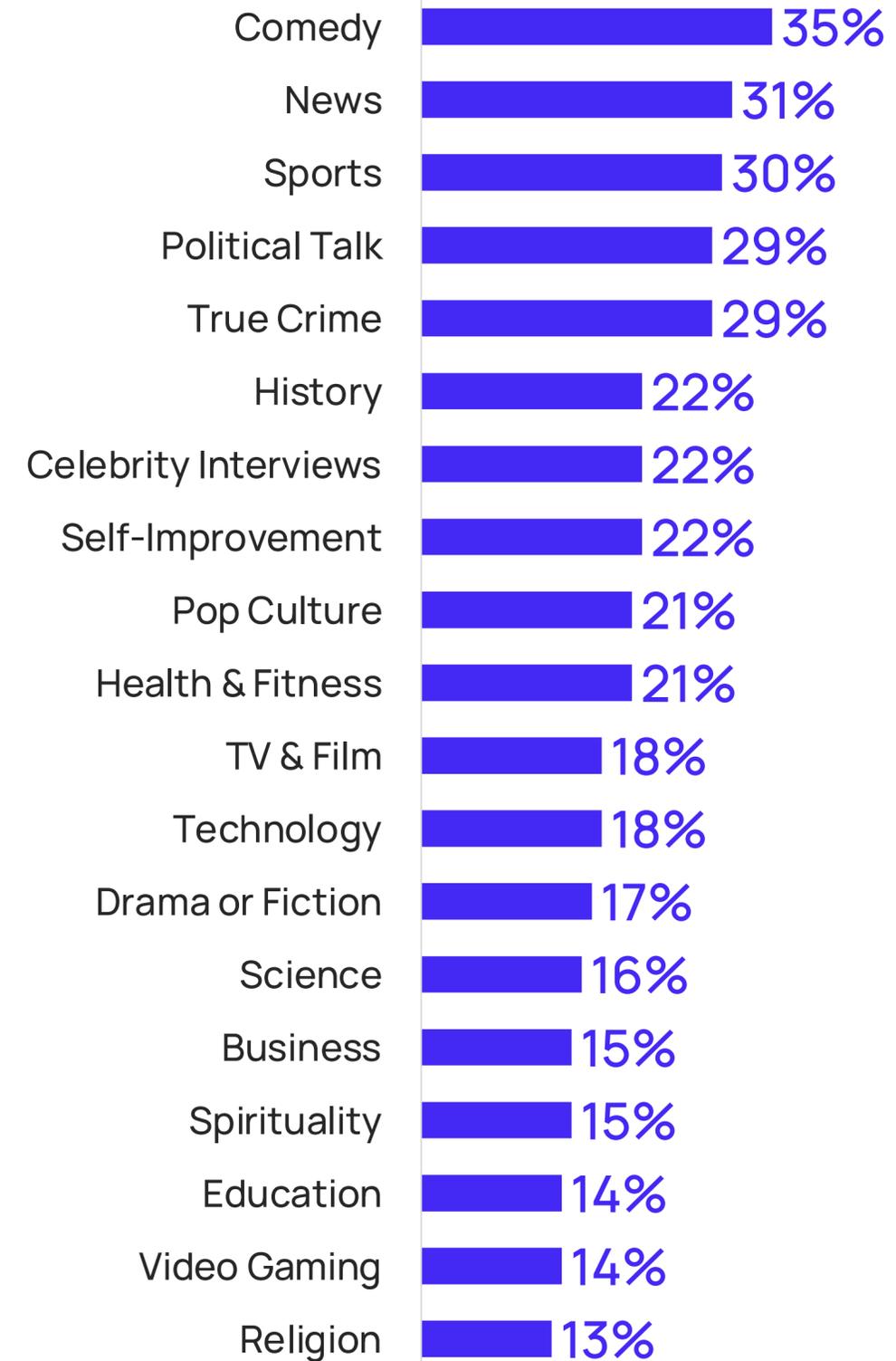
Base: For each media type, "Prime" users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

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Which of the following podcast genres have you consumed in the last 30 days?

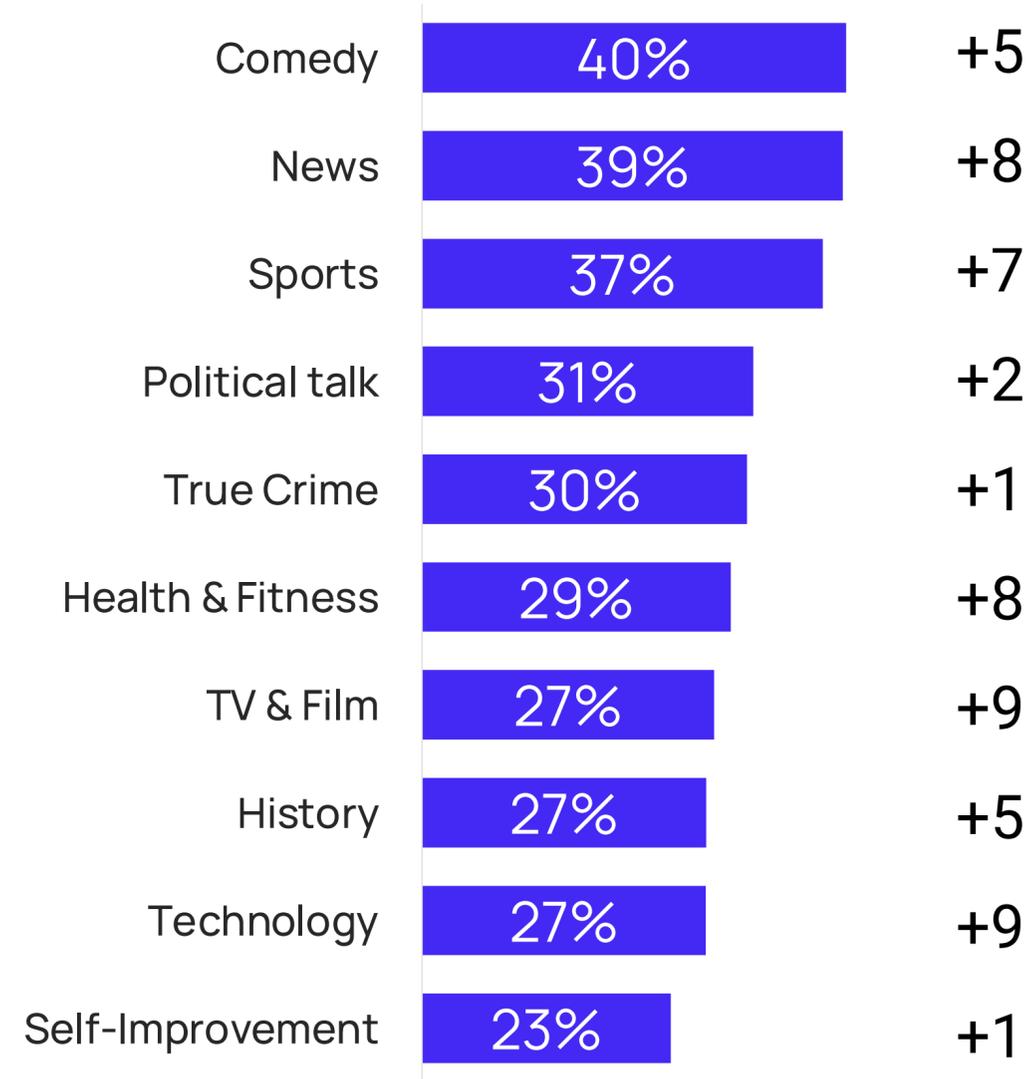
Fall, 2024

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Base: Have listened to a podcast in the last month

Which of the following podcast genres have you consumed in the last 30 days?

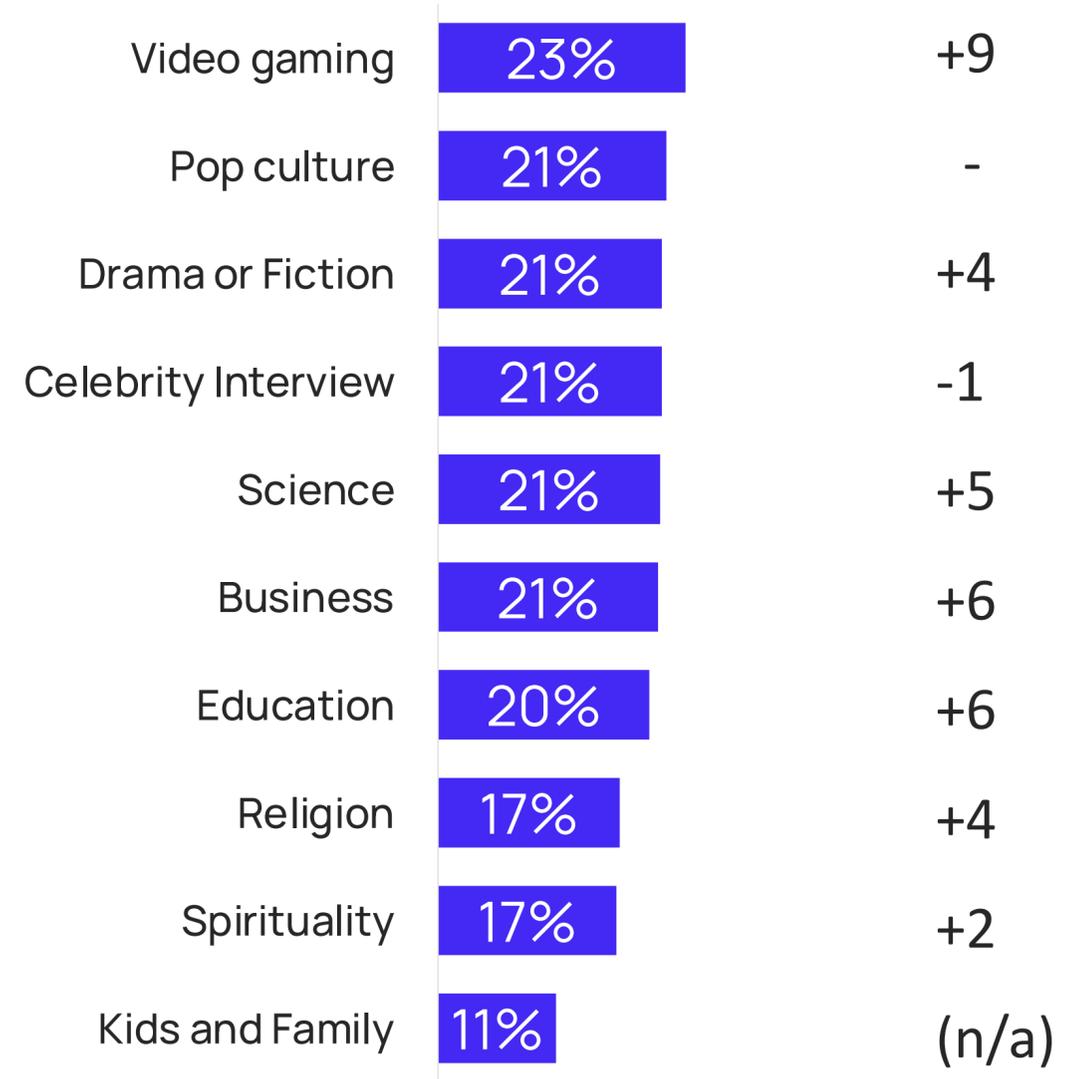


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Base: Monthly ad-supported podcast consumers 18+

Which of the following podcast genres have you consumed in the last 30 days?



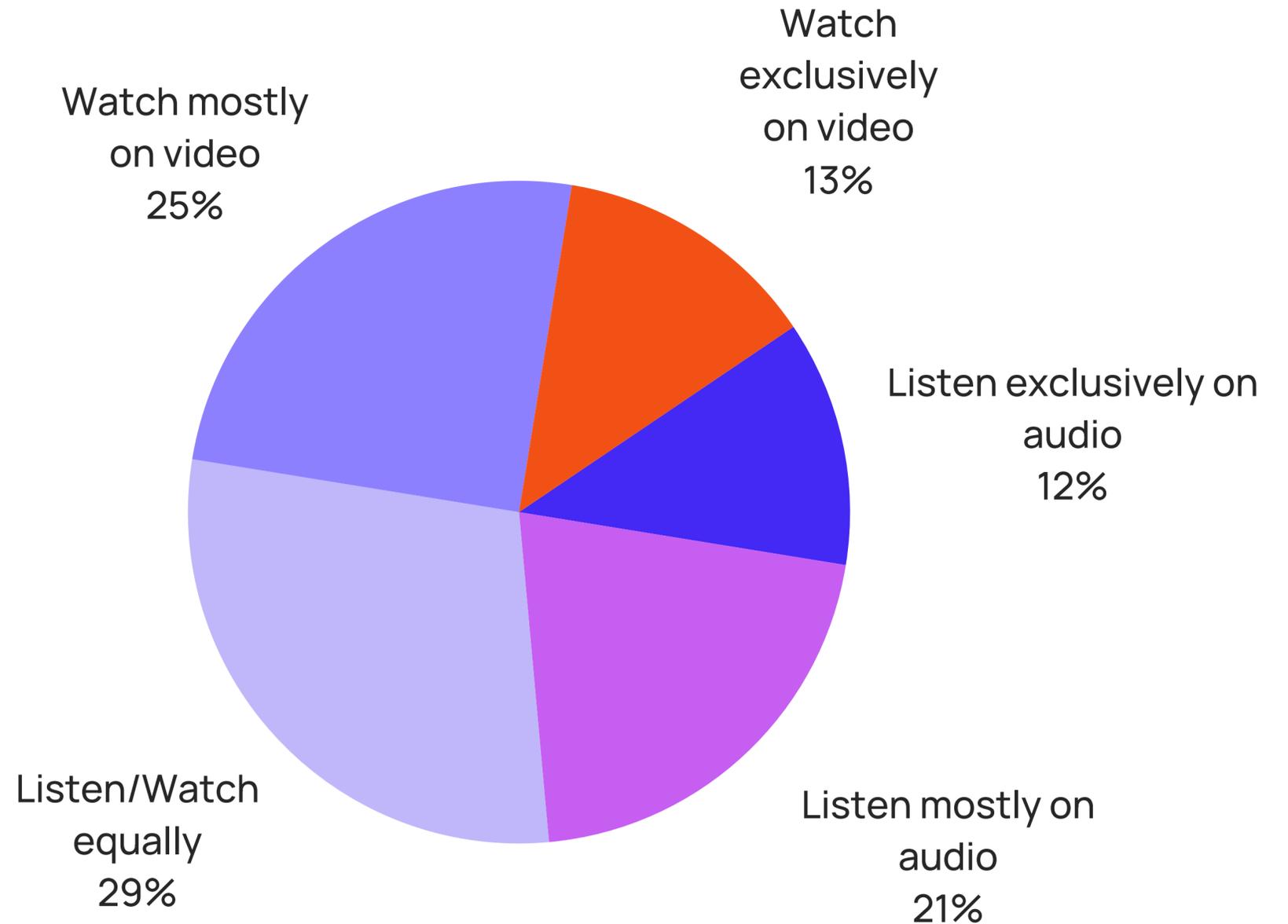
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Base: Monthly ad-supported podcast consumers 18+

In the past month, how have you consumed “New Heights, With Jason and Travis Kelce?”

Monthly Ad-supported Podcast Consumers



Base: Ad-supported podcast consumers who have consumed “New Heights” in the past month

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Have you seen or heard an advertisement on any of these media in the past week or seven days?

PRIME Users

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PRIME Users

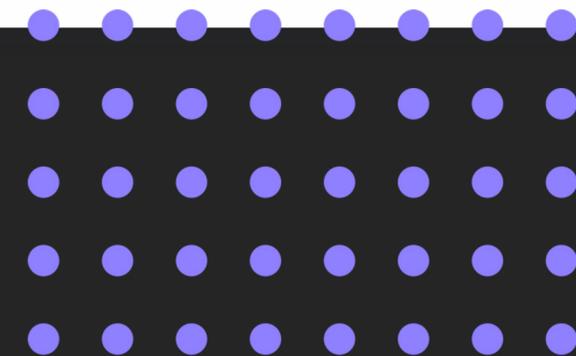
Podcasts WITH ADS	86%
Network or Cable TV – WITH ADS	82%
AM/FM Broadcast Radio, on a regular radio	81%
Free TV Streaming Services WITH ADS	79%
TikTok	78%
Premium TV Streaming Services – WITH ADS	77%
Twitch	77%
Streaming AM/FM Radio	76%
YouTube WITH ADS (not Premium)	75%
Mobile or smartphone games with ads	73%
Instagram	71%
Free Streaming Music WITH ADS	71%
X / Twitter	68%
Facebook	67%
Reddit	63%
Paid Streaming Music WITH ADS	59%
Console or PC videogames with ads	59%
Snapchat	56%
Satellite Radio WITH ADS (e.g. talk, news)	56%
Telegram	56%
Threads	54%
Discord	34%

Base: For each media type, "Prime" users comprise adults 18+ who name media one of their top four ad-supported media choices, used daily or "near daily"

Summary

- 1 More than three in ten Americans 18+ are monthly consumers of ad-supported podcasts

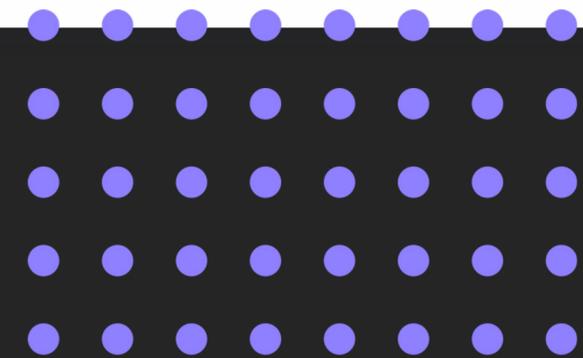
There is a sizable percentage of the podcast audience that does not perceive that they encounter ads – the podcast experience is unusual in that the Premium vs. Ad-supported is not necessarily a deliberate choice



Summary

- 2 The conversion of monthly consumers to near-daily and "PRIME" consumers is below average

While podcasts remain an important choice, that doesn't necessarily convert to a daily cadence

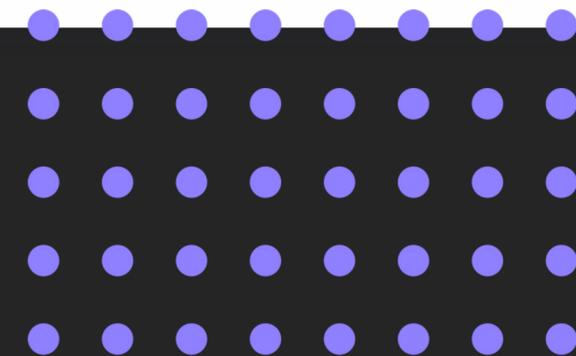


Summary

3

Podcasting may be the gateway to spoken-word audio for 18-34s

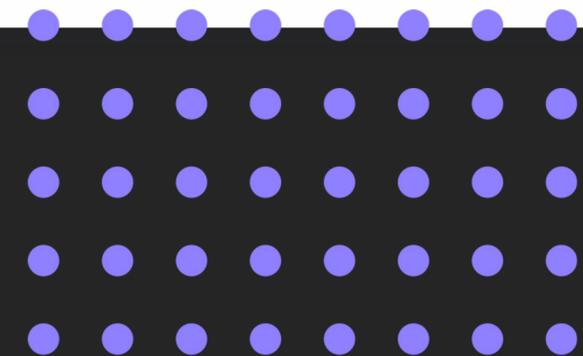
With streaming music's prominence, and the continued decline of commercial AM/FM radio with 18-34s, podcasting carries an important torch for the future of spoken word audio



Summary

4 Podcasting is the most versatile medium

More and more, we are learning that people dip back and forth between audio and video versions of their favorite shows – this versatility is something we need to trumpet

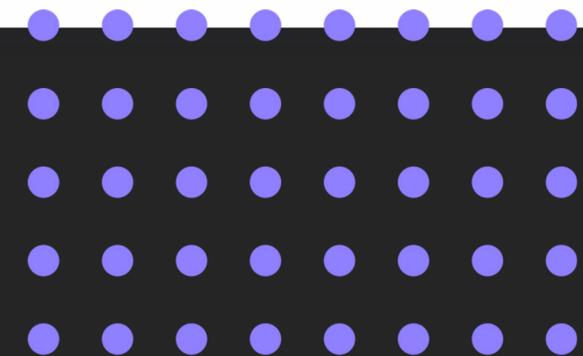


Summary

5

Podcast consumers pay attention

While our next report will delve more deeply into attention metrics across media channels, it is clear that the ad-supported podcast audience is paying attention to messages from brands



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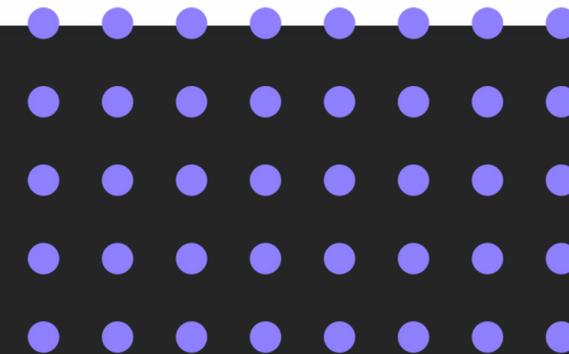
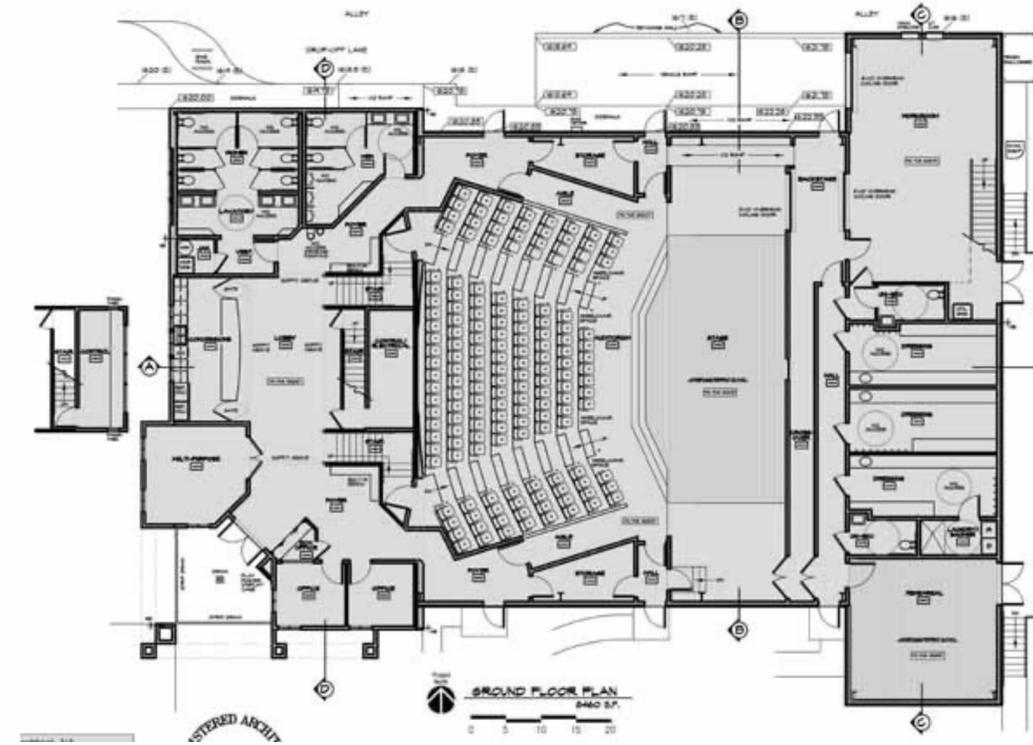
How do we *matter* more?

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Findings & Action Steps

- 1 Build a Theater,
not a Stage

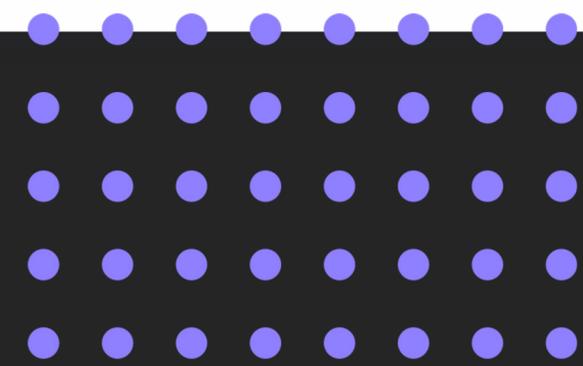
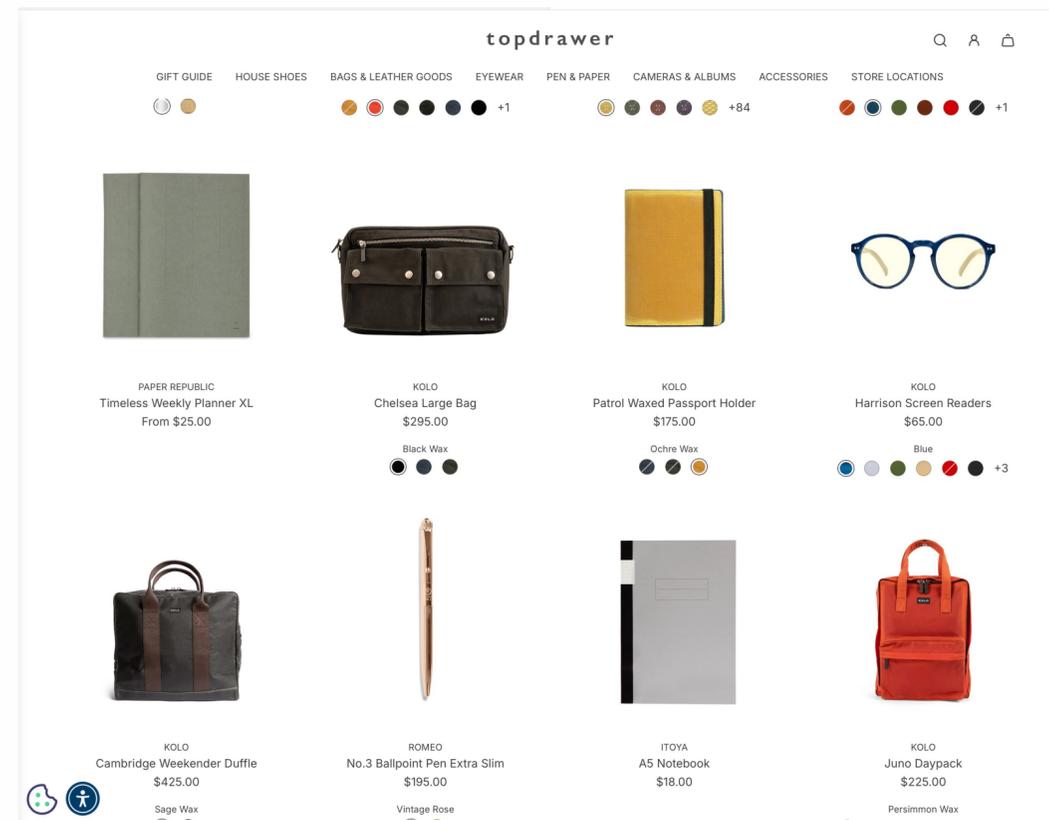


Findings & Action Steps



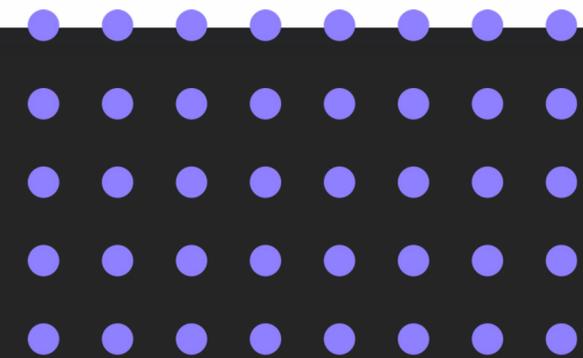
2

Curate a Boutique.



Findings & Action Steps

- 3 Sing the Same Song.





Core Messaging for Podcasting

Talking points to weave into your podcast – try to hit at least one every episode!

1

“Found Time, not Spent Time” – The only content you can fully absorb doing something else. Why choose productivity OR enrichment?

2

“The Ultimate Companion” – unlike pure video, podcasts stay with you wherever you go and keep you company

3

“Screen-free Moments of Zen” Give your eyes a break – also great for Kids/Family podcasts!

4

“Deepen your Understanding, not your screen time” – guilt-free media that enriches, not depletes. Stop mindless doomscrolling!

5

“Take Back Your Commute/Chores/Workout” – Turn life’s necessary tasks into opportunities to learn and laugh

6

“Be Part of the Conversation” – connect to like-minded people who are passionate about the same things

7

“Fewer Ads, Better Quality” – we are selective about our sponsors, so you hear fewer ads and only ads from brands that support what you love

8

“The Versatile Medium” – No other medium is so flexible – video when you can watch, audio when you can’t!

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Coming Next from The Advertising Landscape!

The Advertising Landscape 2025 Part Two:
Attention

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Leave Deeper Footprints.

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